ACE-logo

**Unsuccessful Grants for the Arts applications for £15,000 and under**

**How we make decisions on applications for £15,000 and under**

After completing the risk check, we will consider the strength of the artistic and public engagement aspects of your activity. We want to fund activities that are of high quality and engage people strongly.

What we consider:

**Artistic quality**

* are the activity’s artistic aims clearly expressed?
* how strong is the artistic idea?
* is the plan to carry out the activity likely to achieve the artistic ambition?
* how strongly does the activity develop the work/skills of the artists/organisations involved?
* does the artistic/organisational CV paragraph and any supporting information demonstrate a good track record?
* are the artists/organisations involved of high quality?

**Public engagement**

* does the application make a good case for public engagement with the activity?
  + are the target audiences for the activity clearly identified?
  + does the activity specifically increase opportunities for people who don’t currently engage in the arts or are engaged a little in arts activity?
  + does the activity increase opportunities for people already engaged in arts activity?
* are plans to market the activity to audiences/participants well defined, and are they likely to achieve audience projections?
* if there is no immediate opportunity to engage people (e.g. R&D) does the application show that the applicant has considered how the public will be engaged in the future?

We will consider your activity alongside other applications and will look at the range of projects we support. We want the projects we fund to cover a broad range of activity types, artforms and geographical areas. We also review a range of reports on our spending so far and future demand on the Grants for the Arts budget.

**Unsuccessful applications**

If we decide not to fund your activity, your online account will show a letter explaining our decision and outlining your next steps. This contains the full level of feedback that we are able to provide.

There are four possible reasons that Grants for the Arts applications for £15,000 and under may be unsuccessful:

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| **Artistic outcomes**  The application showed weaknesses in relation to the activity’s artistic outcomes |

We use this reason when an application does not meet the basic criteria for artistic quality. Even if we had budget available, we could not fund the application due to the weaknesses.

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| **Public engagement outcomes**  The application showed weaknesses in relation to the activity’s public engagement outcomes |

We use this reason when an application does not meet the basic criteria for public engagement. Even if we had budget available, we could not fund the application due to the weaknesses.

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| **Comparatively weaker**  We decided that the artistic and/or public engagement outcomes of your activity were less strong than other applications we received |

We use this reason when an application was potentially fundable, but with limited budget we chose to fund other applications. We’ve decided that this application had some weaknesses in comparison to others, relating to Artistic and/or Public Engagement outcomes.

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| **Other applications preferred**  On balance we preferred other applications on this occasion. Our decision making takes many factors into account. We consider your activity alongside other applications and look at the range of projects we support. We want the projects we fund to cover a broad range of activity types, artforms and geographical areas |

We use this reason when an application was potentially fundable, but with limited budget we chose to fund other applications. The decision not to fund might be based on the budget available or balancing criteria like art form or geography.

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**Making a new application**

You can apply to Grants for the Arts again, but please think carefully about why we chose not to fund your application.

We may have identified weaknesses in your application that could be improved, or the activity itself might be making less of a contribution to the spread of projects we fund. Whilst there are no priorities for Grants for the Arts, we need to support a wide range of activity that benefits people from all over the country.

If you do decide to reapply, please ensure that you have read the [How to apply guidance](http://www.artscouncil.org.uk/funding/apply-for-funding/grants-for-the-arts/how-apply/) and any other relevant guidance material carefully. You must address the reasons that the original application was not successful, but it is always worth thinking about ways you could strengthen all sections of your application form.

For applications for £15,000 or less, our final decision on which applications we wish to fund is based on preference. Preference is a term founded on the legal principle that a judgement can be based on professional experience. The preference that we use in our decision making is based on our expertise in the arts and culture sector and our role as a national development agency.

When making a decision on your application, we consider the proposed activity alongside the other applications. We also review a range of reports on our spending so far and future demand, and refer to our [Corporate Plan](http://www.artscouncil.org.uk/what-we-do/mission/our-plan-2015-18/). This influences the choice we make.

As we look at applications comparatively in this way, a new application for the same activity could be unsuccessful for slightly different reasons to any previous submissions. This is because the spread of applications is different in every decision meeting.

Addressing feedback provided within a resubmitted application will not guarantee that a future application will be successful. Grants for the Arts is a highly competitive funding programme and we always receive more good applications than we can fund.

# Contact us

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